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Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Canceled)
2. (Currently amended) A system as claimed in Claim-~~4~~ 7, characterized in that the gatekeeper device includes a user control to selectively transmit the user identification.
3. (Cancelled)
4. (Currently amended) A system as claimed in Claim-~~4~~ 7, characterized in that the gatekeeper device is configured to provide notification of the communication from the apparatus.
5. (Previously presented) A system as claimed in claim 4, characterized in that the communication from the apparatus includes an identification signal of the apparatus that distinguishes the apparatus from an other apparatus.
6. (Currently amended) A system as claimed in claim-~~4~~ 7, characterized in that the gatekeeper device is further configured to enable selection of one or more options that affect selectively transmitting the user identification at subsequent occasions.
7. (Currently amended) A system for providing personalized services, comprising an apparatus which is capable of personalizing its behavior in accordance with a user profile, and

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a gatekeeper device that is configured to selectively transmit a user identification only, in response to receipt of a communication from the apparatus,
wherein

the apparatus is configured to effect the personalizing of its behavior based on the user identification as claimed in Claim 1, characterized in that

the apparatus is further configured to:

generate an identity tag which identifies a select personalization,
and

communicate the identity tag to the gatekeeper device, the gatekeeper device being capable of storing said identity tag for use as the user identification at subsequent occasions.

8-12. (Cancelled)

13. (Currently amended) A system as claimed in Claim 4 7, characterized in that the apparatus is further configured to effect the personalizing of its behavior based on user behavior following a prior receipt of the user identification.

14-18. (Canceled)

19. (Previously presented) A gatekeeper device comprising:

one or more user operable controls, and

a transceiver that is configured to:

receive a communication from an apparatus, including an identification of the apparatus,

determine a state of the gatekeeper device relative to the apparatus, from a plurality of states, based on the identification of the apparatus,
and

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selectively transmit an identifier of a user, based on the state of the gatekeeper device relative to the apparatus;

wherein

the state of the gatekeeper device relative to the apparatus is selectively controlled by the one or more user operable controls.

20. (Previously presented) The gatekeeper device of claim 19, wherein the plurality of states includes:

a first state, wherein the transceiver transmits the identifier of the user only upon an explicit authorization by the user, and

a second state, wherein the transceiver transmits the identifier of the user without user intervention.

21. (Previously presented) The gatekeeper device of claim 20, wherein the plurality of states further includes:

a third state, wherein the transceiver does not transmit the identifier of the user.

22. (Previously presented) The gatekeeper device of claim 19, further including one or more indicators that are configured to indicate the state of the gatekeeper device relative to the apparatus.

23. (Previously presented) A method of controlling transmission of a user identifier from a portable device including:

receiving, at the portable device, an identification of an apparatus,
determining a state of the portable device relative to the apparatus from a plurality of states, based on the identification, and
selectively transmitting the user identifier based on the state of the portable device relative to the apparatus.

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24. (Previously presented) The method of claim 23, further including:
receiving a user input at the portable device, and
controlling the state of the portable device relative to the apparatus based
on the user input.

25. (Previously presented) The method of claim 24, wherein
the plurality of states includes:
a first state, wherein selectively transmitting the user identification
includes waiting for an explicit user input to enable the transmitting; and
a second state, wherein selectively transmitting the user
identification includes transmitting the user identification without an explicit user
input.

26. (Previously presented) The method of claim 25, wherein
the plurality of states also includes:
a third state, wherein selectively transmitting the user identification
includes preventing the transmitting.

27. (Previously presented) The method of claim 23, further including:
providing an indication of the state of the portable device relative to the
apparatus.